Life without baseball □ NATPE shows how on teleconferencing □ "At Large" with Robert E. Lee

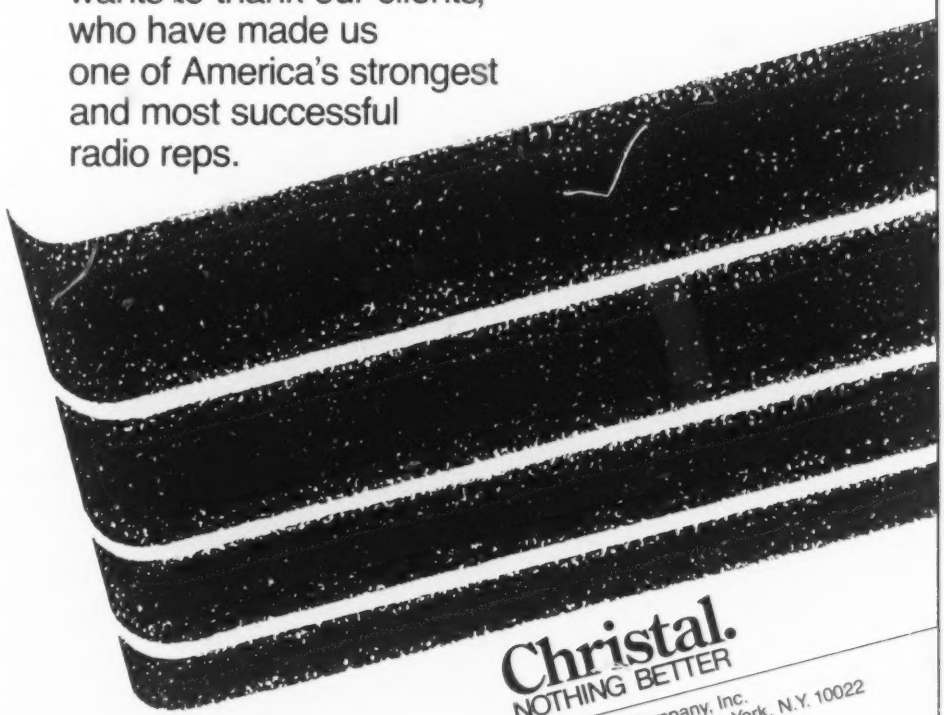
Broadcasting Jun 29

The News Magazine of the Fifth Estate □ Vol. 100 No. 26 Our 50th Year □ 1981

7/13/81 C 1750-1

strength

The Christal Company wants to thank our clients, who have made us one of America's strongest and most successful radio reps.



Christal.
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4414

The First 50 Years Of Broadcasting

1967

The Week in Brief

TOP OF THE WEEK

PICKING UP STEAM ☐ Radio deregulation passes Senate. Wirth ready to fight it in conference, but prospects in House improve. **PAGE 27.**

PRESSURE AND COUNTERPRESSURE ☐ Lear group kicks off new campaign against "antidemocratic actions of moral majoritarians." Wildmon forces begin sponsor boycott today but already show results with advertising changes. **PAGE 29.**

NATPE'S TELECONFERENCE ☐ Satellite-distributed panels in Washington argue pros and cons of advocacy advertising and discuss extent of program-director accountability. **PAGE 29.**

MORE OPINIONS ON COPYRIGHT ☐ Ringer suggests alternative plan for cable; Wunder says NTIA wants change but hasn't made final analysis; Mankiewicz presses for public radio compensation. **PAGE 31.**

FRUSTRATION IN GENEVA ☐ FCC's Olson feels eight-week meeting of panel of experts did little to dispel shadows surrounding controversial 9 khz issue. **PAGE 31.**

DOING THE CONTINENTAL ☐ Three-year-old North American National Broadcasters Association is another of broadcaster groups that have been accepted as official observers at international meetings. NANBA Chairman Meany discusses its purposes. **PAGE 32.**

RADIO-TV TURNS TO ITS BULLPEN ☐ Two-week-old baseball strike has broadcasters resorting to gimmicks and alternative programing. No one has exact figures yet, but it's conceded radio is suffering more in audience and sales losses. **PAGE 33.**

AT LARGE

LEE LOOKS BACK ☐ After almost three decades of FCC service, the retiring dean commissioner offers his views on persons and issues, past and present, and discourses on the art of surviving in Washington. **PAGE 35.**

LAW & REGULATION

REACHING RURAL AMERICA ☐ Pressler subcommittee hears government and industry spokesmen testify on best means to provide communications to less populated areas. **PAGE 43.**

BUSINESS

BLAIR'S NEW SERVICE ☐ Rep firm offers Quantiplex viewer and consumer ratings in 12 markets, will expand to quarterly reports in 25 markets by November. **PAGE 52.**

MEDIA

BOSTON'S TWO-WAY FIGHT ☐ Competition for city's cable franchise comes down to Warner, which claims best technology and financing, and Cablevision, which proposes $2 basic fee. **PAGE 57.**

JOURNALISM

EXTRA DUTY ☐ Four *60 Minutes* anchormen will also be rotating hosts on new CBS-TV afternoon series this fall. **PAGE 62.**

REPRIMAND ☐ Kaiser Aluminum's Rhody warns delegates to NBEA convention that media misuse is undermining credibility of press. **PAGE 63.**

TECHNOLOGY

CLOSED CAPTIONING ☐ At least three noncommercial TV stations are working with 21-line system. **PAGE 64.**

TELETEXT TEST IN D.C. ☐ WETA-TV is broadcasting to 40 homes and 10 public places in experiment that will cost about $1 million. **PAGE 65.**

PROGRAMING

STRIKE THREAT ☐ With possibility of July 1 walkout, Directors Guild of America votes this week on management's latest offer. **PAGE 66.**

1967

THE 'BROADCASTING' YEARS ☐ The Corporation for Public Broadcasting was created and ABC started to split into four radio networks. It was also the year when the FCC applied the fairness doctrine to cigarette commercials and to personal attacks in broadcast editorials. **PAGE 71.**

PROFILE

LOOKING UP ☐ Jim Ragan has spent his business life selling products or concepts. As Western Union's vice president, broadcast services, he now finds even more sales horizons in satellite services. **PAGE 95.**

Index to departments

Bottom Line	54	Closed Circuit	9	For the Record	75	Monitor	68
Business Briefly	10	Datebook	18	In Sync	64	Open Mike	24
Changing Hands	58	Editorials	98	Intermedia	61	Stock Index	56
		Fates & Fortunes	91	Monday Memo	15	Washington Watch	46

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 25 ☐ Blackburn & Co. 58 ☐ Broadcast Electronics 42 ☐ Charter Broadcasting 18 ☐ Christal Company Front Cover ☐ Continental Broadcasting Network 16-17 ☐ Continental Electronics 61 ☐ Creative Factor 67 ☐ Fetzer Stations 70 ☐ Gabriel Awards 61 ☐ Gannett 26 ☐ Gold Key 47, 48, 49 ☐ Group W Productions 12-13 ☐ Harris 45, 57, 91 ☐ Home Theater Network 63 ☐ ITC Entertainment 11 ☐ International Tapetronics Corp. 24 ☐ JVC Industries 21 ☐ KTVI-TV Inside Back Cover ☐ Lotus Reps 55 ☐ MCA-TV 8 ☐ Osmond Television Back Cover ☐ Paramount 6, 40-41 ☐ Prikryle Media Investments 60 ☐ Cecil L. Richards 59 ☐ TM Productions 19 ☐ Tandem 50-51, 53 ☐ Trident TV Associates 14, 20, 22 ☐ WCCO-TV 3 ☐ Warner Brothers TV 4-5 ☐ Westwood One Inside Front Cover, 10 ☐ World-Northal 23 ☐

Monitor

Merv enters cable. Merv Griffin Productions has formed new division dealing with development of cable and other new video programing. In making announcement, MGP President Murray Schwartz noted: "The evaluation of the cable/video market and its recent spectacular growth has made it impossible to ignore this new and exciting field." New Cable/Video Division, directed by Clifford A. Tenlinsen, will produce new programing and offer facilities for existing productions. Division will be housed at Griffin's Trans-American Video studios in Hollywood, and utilize TAV's facilities in Las Vegas (*Merv Griffin Show* is videotaped in both locations). Division is also considering future productions at Camelot hotel and casino in Las Vegas, now under construction, of which Griffin is vice president and director.

□

Faulty portrayal? Victoria Street, chief prosecution witness in 1930's "Scottsboro boys" case, has asked Supreme Court to review her $6-million defamation suit against NBC for its depiction of her in *Judge Horton and the Scottsboro Boys*. Street is challenging federal appeals court decision that ruled against her on ground she failed to prove NBC acted with malice in televising film.

□

In the marketplace ... *We're Movin'*, new syndicated half-hour series for young people, has cleared in 64% of country including all top-10 markets, according to Group W Productions. Stations include WABC-TV New York, KTTV(TV) Los Angeles and WMAQ-TV Chicago. ... More than 30 markets, with stations including KTLA(TV) Los Angeles, WPVI-TV Philadelphia and KPIX(TV) San Francisco, are claimed for Trident Television Associates first feature package, "Trident One." Twenty titles in collection include made-for-TV's *Aunt Mary*, *Something for Joey* and *Fighting Back* (the Rocky Bleier story).... Package of seven live-action *Spider-Man* movies has been licensed in 34 markets, according to distributor Teleworld. Takers include Field Communications ... *People Are Talking*, hour talk show produced by Group W's WJZ-TV Baltimore, has cleared 19 markets with distribution by Program Syndication Services. ...

□

Cable play. "Early Days," David Storey play starring Ralph Richardson, will be taped in London television studio for cablecast on CBS Cable. Play is currently appearing with its National Theater cast at Washington's Kennedy Center.

Services

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass 02138
Phone (617) 876-2810

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NRBA lists—tariff
updates-search services-mailing
lists, C.B., Amateur, etc.
1114 21st St., N.W.,
Wash., D.C. 20037 202 452-1422

AERONAUTICAL CONSULTANTS
Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS
ASSOCIATES, INC.
1650 So. Pacific Coast Hwy.
Redondo Beach, CA 90277
(213) 378-2281

dataworld inc
AM • FM • TV
Translators/Low Power TV
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(202) 296-4790

SWAGER TOWER CORPORATION
AM/FM/TV/CATV/MICROWAVE
Specialize in Turnkey
Installations Worldwide
30 Yrs. Family Owned & Operated
PO. Box 656
Fremont, IN 46737
219 495 5165 or
Tlx 23-2666/Swager Frmn

System • Softwear
for
TRS 80—Mod II
Logs—Billings—Accounts Receivables
plus much more
RADIO COMPUTERIZED
PROGRAM SYSTEM
PO. Box 1277, Tacoma, WA. 98401
Phone: 206—927-1360

SOUTHERN
BROADCAST SERVICES
COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS,
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO. Box 740, Alabaster, Al. 35007
(205) 663-3709

Ratings Roundup

Prime-time network news and documentary fans had a rare treat for the week endad June 21: quantity. In addition to three hours of regularly scheduled newsmagazines, CBS News offered four hours of *The Defense of the United States* and a half-nour *Universe* special and NBC News had an hour on *The Changing West*.

Of the week's 66 prime-time hours programed by the networks, eight and a half were devoted to news—an unusually large volume in a week when breaking events didn't pre-empt normal entertainment options.

CBS, in effect, was the news programer of the week with the *Defense* series. Beginning Sunday of the previous week and following on four consecutive evenings at 10 p.m., the five-parter averaged a 14.0 rating and 26 share. Ratings for the first two nights (16.2/30 and 16.8/30) were atypically strong for a documentary and won their time periods; the remaining three nights, however, lost to ABC and NBC competition (13.3/24, 12.3/23, 11.3/21) (BROADCASTING, June 22).

Among the week's 65 programs, the four *Defense* broadcasts came in, respectively, 17th, 33d, 40th and 48th; the first episode of a week earlier came in 20th out of 66.

Walter Cronkite's Universe, CBS's previous short-run series now a regular part of the Tuesday schedule and now carrying Cronkite's name, returned in a special premiere Sunday. Led in by the strong *60 Minutes* (18.2/41), *Universe* dropped some audience but won its time period with a solid 16.3/34. It was 20th in the week's ratings.

NBC News's *The Changing West* scored poorly on Friday (8.9/19) against *Dallas* and an ABC movie, *Murder Can Hurt You*. *West* was 62d for the week.

The First 20

1.	*M*A*S*H* (R)	CBS	20.6/39
2.	*Quincy, M.E.* (R)	NBC	20.5/38
3.	*House Calls* (R)	CBS	20.1/36
4.	*Hart to Hart* (R)	ABC	19.9/36
5.	*Facts of Life* (R)	NBC	19.5/36
6.	*The Jeffersons* (R)	CBS	19.4/34
7.	*60 Minutes* (R)	CBS	18.2/41
8.	*Diff'rent Strokes* (R)	NBC	17.9/36
9.	*Too Close for Comfort* (R)	ABC	17.8/31
10.	*Dukes of Hazzard* (R)	CBS	17.3/36
11.	*Taxi* (R)	ABC	17.3/32
12.	*20/20*	ABC	17.2/33
13.	*Three's Company* (R)	ABC	17.2/31
14.	*Fantasy Island* (R)	ABC	17.1/31
15.	*Alice* (R)	CBS	16.9/32
16.	*Trapper John, M.D.* (R)	CBS	16.9/31
17.	*Love Boat* (R)	ABC	16.8/36
18.	*CBS Reports: In Defense of America* (special, part II)	CBS	16.8/30
19.	*Dallas* (R)	CBS	16.4/34
20.	*Walter Cronkite's Universe* (special)	CBS	16.3/34

The Final Five

61.	*Sanford*	NBC	9.2/21
62.	*NBC Reports: The Changing West* (special)	NBC	8.9/19
63.	*BJ and the Bear* (R)	NBC	8.7/19
64.	*Games People Play* (R)	NBC	8.1/17
65.	*Roots: The Next Generations* (mini-series)(R)	ABC	7.4/16

ERP to 100 kw vis., 10 kw aur.; TL to 5 miles E. of Davenport (same site description) and make changes to ant. sys. (applicant contemplates shared use of proposed structure with WHBF-TV). Ann. June 15.

■ KCMO-TV Sioux City, Iowa—Seeks request for authority to operate trans. by RC from SL at 4500 Johnson Drive, Fairway, Kan. Ann. June 15.

■ *WKAR-TV East Lansing, Mich.—Seeks request for authority to operate trans. by RC from SL at 84 Wilson Road, Michigan State Univ., East Lansing. Ann. June 15.

■ KECI-TV Missoula, Mont.—Seeks request for authority to operate trans. by RC from SL at 340 West Main Street, Missoula. Ann. June 15.

■ WKFT(TV) Fayetteville, N.C.—Seeks request for authority to operate trans. by RC from SL at 230 Donaldson Street, Fayetteville. Ann. June 15.

■ WNCT-TV Greenville, N.C.—Seeks request for authority to operate trans. by RC from SL at 3221 Evans Street, Greenville. Ann. June 15.

■ WJTM-TV Winston-Salem, N.C.—Seeks request for authority to operate trans. by RC from SL at 3500 Myer Lee Drive, Winston-Salem. Ann. June 15.

■ WZTV(TV) Nashville, Tenn.—Seeks CP to change ERP to 224 kw vis., 22.4 kw aur.; change ant. location and make other changes to ant sys. Ann. June 15.

■ WSET-TV Lynchburg, Va.—Seeks MP (BPCT-5001) to change ERP to 302 kw vis., 45.3 kw aur.; change trans.; change ant.; and make changes to ant. sys. Ann. June 15.

■ KSTW(TV) Tacoma, Wash.—Seeks CP to utilize former main ant. as an aux. (for aux. purposes only). Ann. June 19.

In Contest

FCC decisions

■ FCC issued tax certificate in connection with sale of WKTQ(AM) Pittsburgh, Pa. On March 30, Broadcast Bureau authorized voluntary assignment of station's license from Nationwide Communications Inc. to BENI Broadcasting of Pittsburgh Inc., a wholly owned subsidiary of Broadcast Enterprises National Inc. which is controlled by Ragan Henry. 93% of parent company's shareholders are black. Total consideration for sale was $1,500,000 plus $50,000 covenant not to compete. FCC noted that sale was necessary to carry out its policy to foster minority ownership of broadcast facilities. Action June 16.

■ FCC granted unrelated requests of Storer Broadcasting Co. and Major Market Media Inc., for tax certificates for voluntary assignment of licenses for their AM stations KTNQ Los Angeles, Calif., and WMJK, Kissimmee, Fla., respectively, to K-Love Radio Broadcasting, Inc., and Central Florida Spanish Broadcasting, respectively. Both K-Love Radio and Central Florida Spanish Broadcasting are minority controlled with Hispanics holding 100% interest in K-Love Radio and 95% interest in Central Florida Spanish Broadcasting. By delegated authority, commission's Broadcast Bureau granted Storer's assignment application in July 1979, and Major Market's application in Sept. 1980. Action June 16.

■ Commission has designated for hearing mutually exclusive applications of Cleveland Public Library and Cleveland Public Radio to operate noncommercial FM on 90.3 mhz at Cleveland, Ohio. FCC ordered comparative hearing be set after receiving renewal and assignment application from the Cleveland Board of Education, licensee of noncommercial station WBOE-FM, Cleveland, requesting license be assigned to the Cleveland Public Library and an application by Cleveland Public Radio to construct new station to operate on same frequency. In 1978, the Cleveland Board of Education, unable to continue funding operation of WBOE, allowed station to go off-the-air. Since Board has not been operating station since that time, and since it filed assignment application prior to CP application, FCC said it was more appropriate to consider Library's application. In addition to setting comparative hearing, FCC considered petition by Library which contended Public Radio's application was substantially incomplete. Library said competing application failed to meet financial, ascertainment and engineering requirements in its proposal. Except on financial issue, FCC rejected Library's arguments and denied its petition. Action June 16.

■ FCC granted authority to Miami Valley Broadcasting Corp. to increase transmitting power of WIOD(AM) Miami, Fla., in order to overcome interference from Cuban stations operating outside of North American Regional Broadcasting Agreement. Station's request was granted after field tests determined that two Cuban stations found to be operating on 610 and 600 khz, and not in compliance with NARBA, were cause of WIOD's interference. WIOD operates on 610 khz. FCC gave station permission to increase its power from 5 to 10 kilowatts for both D and N operation, and to make changes in its directional antenna patterns. Increase in power will not cause prohibited interference to any domestic or properly coordinated foreign station. Grant was conditioned upon outcome of second Regional Administrative MF (medium frequency) Broadcasting Conference (Region 2) or normalization of U.S.-Cuban relations. Action June 16.

Allocations

■ Eureka Springs, Ark.—In response to petition by Beverley Ann and Tom S. Butler proposed assigning 100.9 mhz to Eureka Springs as its first FM assignment, comments due Aug. 7, replies Aug. 27 (BC Doc. 81-373). Action June 2.

■ Hampton, Ark.—Assigned 107.1 mhz to Hampton as its first FM assignment, effective Aug. 7 (BC Doc. 80-516). Action June 2.

■ McNary and Whiteriver, Ariz.—Reassigned 88.1 mhz from McNary to Whiteriver as its first FM assignment, effective Aug. 7 (BC Doc. 81-31). Action June 2.

■ Emporia, Kan.—In response to petition by G and S Enterprises proposed assigning 101.7 mhz to Emporia as its second FM assignment, comments due Aug. 7, replies Aug. 27 (BC Doc. 81-374). Action June 2.

■ Owingsville, Ky.—Assigned 107.1 mhz to Owingsville as its first FM assignment, effective Aug. 7 (BC Doc. 80-528). Action June 2.

■ Madison, Minn.—In response to petition by Maynard R. Meyer proposed assigning 92.1 mhz to Madison as its first FM assignment, comments due Aug. 10, replies Aug. 28 (BC Doc. 81-372). Action June 2.

■ Olivia, Minn.—Assigned 101.7 mhz to Olivia as its first FM assignment, effective Aug. 7 (BC Doc. 80-513). Action June 2.

■ Wilson and Grifton, N.C.—Assigned 99.3 mhz to Grifton as its first FM assignment, effective July 27 (BC Doc. 80-237). Action May 26.

■ Orchard, Neb.—Assigned 105.3 mhz to Orchard as its first FM assignment, effective Aug. 3 (BC Doc. 80-239). Action May 26.

■ Hilton Head Island, S.C.—Assigned 105.5 mhz to Hilton Head Island as its second FM assignment, effective Aug. 7 (BC Doc. 80-609). Action June 2.

■ Rhinelander, Tomahawk, Washburn, and Wasau, all Wisconsin-substituted 100.3 mhz for 107.9 mhz at Rhinelander; substituted 92.7 mhz for 100.1 mhz at Tomahawk; and reassigned ch. 300 from Rhinelander to Wausau, effective Aug. 7; and ordered that WRHN(FM) Rhinelander, may continue to operate on ch. 300 until Dec. 1, 1982, the expiration date of its current license term, or it may accept modification of its license to specify operation on ch. 262 before that date (BC Doc. 78-92). Action June 2.

Call Letters

Applications

Call	Sought by
	New FM's
KJON	Booneville Broadcasting Co. Booneville, Ark.
WFEX	Feliciana Broadcasting Inc., Clinton, La.
WOCQ	Musicradio of Maryland Inc., Berlin, Md.
WOBO	WCNE Educational Community Radio Inc., Batavia, Ohio.
WDPN	Midcom Corp., Columbia, S.C.
KTRS	Wyomedia, Casper, Wyo.
	Existing AM's
KXTC	KAIN Nampa, Idaho
WMBL	WFTH Morehead City, N.C.
WJAS	WKTQ Pittsburgh, Pa.
WGCA	WQSN Charleston, S.C.
WQDQ	WLSN Lebanon, Tenn.
	Existing FM's
KPKE	KHOW-FM Denver
WYKS	WGVL Gainesville, Fla.
WQCK	WFDR-FM Manchester, Ga.
KQZQ	KAIN-FM Caldwell, Idaho
WMJX	WBZ-FM Boston
WXLY	WJFR Jackson, Miss.
WRRB	WONO Syracuse, N.Y.
KJOJ	KMCV Conroe, Tex.

Grants

Call	Assigned to
	New AM's
WNFR	North Fulton Broadcasting Inc., Alpharetta, Ga.
WRJQ	Jeff Smith, Clintonville, Wis.
	New FM's
KCRT-FM	Colorado Broadcasting Corp., Trinidad, Colo.
KVMX	MicroMedia, Eastland, Tex.
KTRM	Read Broadcasting, Ephrata, Wash.
WPMW	Slab Fork Broadcasting Co., Mullens, W. Va.
WBWA	Silver Birch Broadcasting Co., Washburn, Wis.
	New TV's
KTMX-TV	La Unidad Broadcasting Corp., Denver
WFTS	Family Television Corp., Tampa, Fla.
WNHT	NH Channel 21 Inc., Concord, N.H.
KUAA	Frontier Media Inc., Spokane, Wash.
	Existing AM's
KKOW	KOAM Pittsburg, Kan.
WAMO	WYJX Pittsburgh, Pa.
WGKV	WKLC St. Albans, W. Va.
	Existing FM's
KOSI	KOSI-FM Aurora, Colo.
WAMO-FM	WAMO Pittsburgh, Pa.
KURO	KIJV-FM Huron, S.D.
	Existing TV
KTUV-TV	KENI-TV Anchorage, Alaska

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

*Special temporary authorization

**Includes off-air licenses